Course Description: This course is designed as an introduction to industrial organization with special emphasis on entrepreneurship and strategy. We will discuss various types of market structures and business methods. The lectures will largely be theoretical but also include discussions of real-world firms and industries. A series of guest lecturers will present first-hand accounts of their experience as entrepreneurs/small-business owners. Students will work in groups to read and present popular press, non-fiction books on various techniques and approaches to business. The semester will conclude with the student groups presenting a business plan for a new start-up company.

Prerequisites: Students are expected to have completed and passed micro and macro principles (EC131 and EC132) and microeconomic theory (EC201). It is assumed that students have a working knowledge of the material from these courses and are comfortable with some basic calculus.

Teaching Assistant: Choon Sung Lim, cs.lim@bc.edu. Office hours: Fri. 11am-1pm, Maloney 336. Math “quiz” review Thurs. Sept. 10, 2015 5-6:30pm in Maloney 313.

Canvas Learning Management System: Canvas will be used to post class announcements, gain access to grades, and to download/print course documents. Canvas can be accessed via the BC Agora Portal. Information about Canvas can be learned by watching the various tutorials and reading the FAQs. It is your responsibility to check this system periodically and to arrive to class prepared and informed. Please ensure that your preferred email is registered with this system. A free smartphone and tablet app are available for download to access to announcements, upcoming assignments, etc.

Reading, Listening, and Watching List (RLW): The reading, listening, and watching list is available on Canvas, along with .pdfs of the journal articles.

Class Attendance: Class attendance is strongly encouraged as it is essential to learning the material of this course. If you will miss class due to a religious observation or civic obligation, please notify the instructor at least one week in advance and provide requested and appropriate documentation. Should an emergency arise, the student—or someone acting on his/her behalf—is required to contact the Professor as soon as possible. This is especially important considering the nature of the class. Thus, if you will miss a guest lecture or any of your classmates’
presentations you must contact the Professor to determine if your absence is excused and, if so, what can be done to make-up for the material you missed. The material is analytical, theoretical, and cumulative in nature and thus it is necessary to keep up with the subject matter. Material covered in class is not always readily available in the assigned readings. Do not allow yourself to get behind. If a student misses a lecture, it is his/her responsibility to get the lecture notes from a classmate; neither the Professor nor the T.A. will make the lecture notes available. Moreover, please do not attempt to copy a classmate’s previous notes during the lecture when the student returns.

Classroom Conduct: Students are expected and required to maintain a professional and pleasant environment that facilitates learning. Any disrespectful, disruptive, or otherwise unbecoming behavior will result in a verbal warning. If such behaviors continue the student will be issued a written notice. Upon the third violation the student will be administratively dropped from the course. Students are encouraged and expected to:
1. Arrive on time.
2. Do not leave early (except for a legitimate/valid reason).
3. Be courteous to the Professor and to their fellow peers.
4. Do not talk while Professor or other student is talking or during exams.
5. Silence/turn off and put away all cell phones, etc.
6. Only use laptops/tablets for taking class notes.
7. Maintain maturity and professionalism.
8. Participate in class activities and discussions.

Grading Policy: Each student’s course grade will be determined on the basis of the student’s overall performance on the problem sets, summaries of assigned reading, current event presentation, in-class participation, exams, and group project.

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tr>
<td>Problem Sets</td>
<td>10%</td>
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<tr>
<td>Summary and Analysis of Written, Audio, and Visual Media</td>
<td>10%</td>
</tr>
<tr>
<td>Book Presentation #1</td>
<td>10%</td>
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<tr>
<td>Book Presentation #2</td>
<td>10%</td>
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<tr>
<td>Business Plan</td>
<td>10%</td>
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<tr>
<td>Class attendance, participation, etc.</td>
<td>10%</td>
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<tr>
<td>Guest speakers</td>
<td>5%</td>
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<tr>
<td>Midterms and Final Exam</td>
<td>35%</td>
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There are two midterm exams and a mandatory comprehensive final exam, each weighted equally. Should a student miss 1 midterm exam, he/she is required to contact the Professor as soon as possible. Ideally, this would occur in advance of the midterm. Otherwise, immediately thereafter subject to circumstances. Supporting documentation may be required, as well. Should the absence be excused, the final exam will count double in calculating the course grade.
Problem Sets: Problem sets will be posted on Canvas periodically throughout the semester. The problem sets count for 10 percent of the course grade. You should attempt to complete each as quickly and as thoroughly as possible. The problem sets are designed to provide additional aid in understanding the subject material covered in class and in the readings, to challenge the student(s) to think about extensions to exercises discussed in lecture, and as a review for the midterms and final. You are welcome and encouraged to form study groups and work on the problem sets collectively. You can submit one hard copy assignment per max. 5-person group. That being said, it is important that you individually know how to do each question as you will see similar material on the exams. Thus, do not merely put your name on a group’s problem set without having participated and without full knowledge of how to complete each problem. You are of course welcome to work individually as well. Problem sets are due on the date specified at the beginning of the class period. No late problem sets will be accepted. Problem sets are required to be in hard copy—no email attachments are acceptable. Please note that problem sets must be legible. Thus, if your handwriting is poor the problem set should be typed. It is not necessary, however, to type graphs and numerical solutions.

Summary and Analysis of Written, Audio, and Visual Media: The reading/listening list is available on Canvas; .pdfs of the journal articles are provided. The writing assignments count for 10 percent of the course grade. Students will submit a one-page, hard copy summary/analysis at the beginning of class on the designated date. The journal articles should be summarized in approximately one-half page. The following points should be addressed in the summary, if relevant:

i. What is the goal of this study?
ii. What is the time period analyzed?
iii. What is/are the data source(s)?
iv. What are the main findings?

The second half of the paper should provide your analysis. This includes your reaction to the study, new and/or surprising information you learned, questions or suggestions you have for the author(s), etc.

The podcasts, video clips, etc. should be summarized and then commented upon for the minimum required one page, approximately one-page for each of the two requirements.

The one page summary/analysis should be: size 12 font, Times New Roman or Arial font, single-spaced, and with standard margins (1” top and bottom and 1.25” left and right). Any summary short of one complete page will not receive credit. Writing assignments are required to be submitted in hard copy—no email attachments are acceptable. Writing assignments are due on the designated date at the beginning of class and no late writing assignments will be accepted. A separate title page should include your name, course number, reading #, and titles and authors of chosen articles, podcasts, etc.
**Book Presentations:** The choice of books is available on Canvas. The first set corresponds to books on the philosophy and approach to business while the second set corresponds to memoirs of actual entrepreneurs. Students will work in groups of 5 persons (of their choosing, or assigned by Professor) to collectively read the chosen/assigned book and present a 15-minute presentation to their classmates and Professor. Each presentation counts for 10 percent of the course grade. A rough rule of thumb is to prepare 1 slide per minute. It is important that the slides be clear, informative, readable and uncluttered. The presentations should be well rehearsed and will be evaluated by the class thereafter. Students should be prepared to answer and address questions posed by the audience.

**Business Plan:** The purpose of the business plan is to have students apply the tools they are learning in class, along with their creativity and passion, to propose an idea for a start-up company. Students will continue to work in groups of approximately 5 persons. The written component of business plan will follow the instructions posted on Canvas. Additionally, the groups will have their extended “elevator pitch” in class with the aid of a Power Point presentation. Again, a rough rule of thumb is to prepare 1 slide per minute. It is important that the slides be clear, informative, readable and uncluttered. The presentations should be well researched, coordinated, and the passion and knowledge of the group members should be obvious. The business plan counts for 10 percent of the course grade.

**Group Work:** The grades for each group project (i.e. book presentations and business plan) will be distributed based on peer evaluations. Upon completion of the project, students will rate their group members’ participation on a scale of 1-10 where 1=no contribution and 10=perfect contribution. The student’s grade will be scaled by the average peer assessment. Students are expected to be present for all of the presentations as **attendance will be taken and points will be deducted for any unexcused absences or late arrivals.** A student’s grade will be lowered by 0.5 percentage points for any of the aforementioned reasons.

**Attendance and Participation:** All students are expected to be in attendance for the current event and group project presentations. Moreover, students are expected to contribute to and participate in class discussions and lectures. This will help comprise 10 percent of the course grade.

**Midterms and Final:** There will be two midterm exams and a mandatory comprehensive final exam. You are expected to be present for each examination, as there will be **no make-up exams.** Missing an exam will result in a grade of zero. Should an absence occur, the student is required to contact the Professor before the scheduled day/time or immediately thereafter, subject to feasibility. The student will provide the appropriate documentation to the Professor, as requested, to support the excused absence (e.g., illness) and the student’s performance on the comprehensive final exam which will count double in the calculation of the student’s course grade.
You may use a basic calculator during the exam; you cannot use your cell phone, however. If you only have a graphing calculator, however, you must demonstrate to the Professor that there are no stored programs in the memory. The Professor will have calculators available during the exam for everyone to share.

**Grade Appeals:** If you believe that a mistake has been made in the grading of one of the assignments/exams, you should submit your assignment/exam to the Professor immediately at the conclusion of the class in which the assignment/exam was returned/reviewed. No appeals will be considered after this time. No appeals will be considered if the student was not in class on the day the assignments/exams were returned/reviewed. Appeals must be submitted in written form, listing the question number and a clear explanation for the appeal. Appeals can result in your grade being raised or lowered.

**Guest Speakers:** A series of guest speakers will be visiting our course. Five percent of your course grade will be based on your on-time arrival, attention, and participation during the lecture. Additionally, students must submit **three questions for the speaker in hardcopy at the beginning of lecture; no late submissions of questions will be accepted.** Information on the guest speakers will be communicated on Canvas in advance of the speaker’s visit. The (tentative) schedule is:

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Field</th>
<th>Tentative Date</th>
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<tbody>
<tr>
<td>Ky Nguyen, Owner, SA PA and former owner, Kingston Station</td>
<td>Sept. 17, 2015</td>
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<tr>
<td>Philip Dumontet, Founder and CEO, DASHED</td>
<td>Nov. 17, 2015</td>
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<tr>
<td>Justin Dangle, Chairman of the Board and former co-founder and CEO, Goji</td>
<td>TBD</td>
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<tr>
<td>Kate McCusker and Juliette Bench, Co-owner Kate and Theo Home and Owner Cape Cod Shoe Supply</td>
<td>TBD</td>
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**Academic Integrity:** Academic dishonesty is not tolerated in any form. Please see the university’s policies and procedures regarding academic integrity: http://www.bc.edu/offices/stserv/academic/integrity.html.

**Intellectual Property:** Please note that all the course materials are copyrighted and considered the intellectual property of the Professor. Thus, the reproduction, reposting, etc. of any materials without the explicit permission of the Professor is forbidden.

**Dropping the Course:** Classes can be dropped/added online (UIS) until Sept. 9, 2015. The last day to drop/add or pass/fail a course in the Associate Dean’s office is Oct. 1, 2015. Official withdrawals from courses must be completed before Nov. 30, 2015.

**Suggestions for Success:** While the material presented will be analytical, theoretical,
and cumulative in nature it is my hope that each student succeeds in class. Students who put forth the effort and work hard should succeed in class. Here are my suggestions for success:
1. Read the assigned chapter before arriving to class.
2. Attend class.
3. Take notes and be attentive during class.
4. Review notes and readings nightly.
5. Form study groups.
6. Do problem sets.
7. Ask questions.
8. Visit office hours.
9. Do not get behind.
10. Stay positive.

Special Needs and Disabilities: If you anticipate barriers related to the format or requirements of this course, please contact me as soon as possible so that we can discuss ways to best to coordinate your accommodations. If you determine that disability-related arrangements are necessary, please contact Paulette Durrett, Assistant Dean for Students with Disabilities (617.552.3470, paulette.durrett@bc.edu, disabilityservices@bc.edu, http://www.bc.edu/offices/dos/disabilityservices.html). The Connors Family Learning Center also provides services and support for students with such needs. Please contact Kathy Duggan (617.552.8093, dugganka@bc.edu, http://www.bc.edu/libraries/help/tutoring.html).

Student Athletes: If you are a student athlete, please provide me as soon possible with the appropriate documentation and contact information for your coaches and your travel/game schedule. I will work with the Athletic Department and your coaches to help accommodate your travel and practices.

Laptops, Cell/Smart Phones, Tablets, and other Recording/Imaging Devices: Students may use laptops and tablets only to take notes in class. Phones must be silenced or turned off. Absolutely no recording/imaging devices are allowed during the lectures, exams, office hours, etc. Refrain from surfing the web, texting, emailing, social networking, etc. Your cooperation is appreciated.

Note: Pareto Superior changes in course policies, etc. may be made at the Professor’s discretion.

<table>
<thead>
<tr>
<th>Description</th>
<th>Dates &amp; Times</th>
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<tbody>
<tr>
<td>Problem Sets</td>
<td>TBD (due at the beginning of class)</td>
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<tr>
<td>RLW#1</td>
<td>Sept. 17, 2015 (due at the beginning of class)</td>
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<tr>
<td>RLW#2</td>
<td>Sept. 29, 2015 (due at the beginning of class)</td>
</tr>
<tr>
<td>Book Presentations #1</td>
<td>Oct. 6 &amp; 8, 2015</td>
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<tr>
<td>Midterm #1</td>
<td>Oct. 15, 2015</td>
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<tr>
<td>RLW#3</td>
<td>Oct. 29, 2015 (due at the beginning of class)</td>
</tr>
<tr>
<td>Book Presentations #2</td>
<td>Nov. 3 &amp; 5, 2015</td>
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RLW#4 Nov. 19, 2015 (due at the beginning of class)
Midterm #2 Nov. 19, 2015
Final Exam Dec. 12, 2015 (9am-noon)

Note: All exams occur where we meet for lecture. The midterms occur at the regularly scheduled class meeting time but the day/time of the final exam is determined by the Office of Student Services and is determined at the University-level so that there are no conflicting final exams. The final exam will be only offered on the date specified by the university so please plan your travel accordingly. There are no exceptions to this. For more information please consult:
http://www.bc.edu/offices/stserv/academic/current/exams.html.